

# A Comparative Study on the Effectiveness of Marketing Strategies with Reference to Packaging Adopted by Adidas and Nike

Ms. Rhea Nadar and Prof. Dr. Mamatha D'souza

Don Bosco College, Kurla, Mumbai, Maharashtra, India

mamatha.bms@dbclmumbai.org

**Abstract:** *This study explores into the packaging and marketing strategies of two global giants, Adidas and Nike, aiming to scrutinize their effectiveness and subsequent influence on consumer behavior. Employing both qualitative and quantitative research methods, the researcher intends to explore various facets of these brands' approaches. By employing social and behavioral research methodologies, the study seeks to gain insights into how these strategies shape consumer perceptions and actions in the marketplace*

**Keywords:** Nike, Adidas, packaging, consumer perception

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